

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 25, 1997

RJR Account #281200

Ms. N. Hibbert  
HIBBERT & McGEE, INC.

## SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Nancy:

WINSTON regular product has been ordered (see quantities listed below), as well as 42 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>1</u>
12300-11012	Full Flavor	12M	<u>1</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>August 11, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: August 25, 1997</u>
<u>SKU CUBE:</u>	<u>1.7150</u>
<u>SKU WT (w/o Product):</u>	<u>6.6200 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>4 Full Price Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$2,142.62</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GFP

HIBBERT & McGEE, INC.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: R. Tanchyk

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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# TWO FREE NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters

- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.  
Get 2  
lighters

FREE with  
2-pack purchase



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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9  
 DATE: 97-06-30  
 TIME: 09:17 AM

WHOLESALER : 281200 HIBBERT & MCGEE, INC. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0013  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	409144	MAC'S QUIK STOP'	233 S MAIN ST	SAINT ALBANS	VT	05478	1			(802)524-3182	
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1			(802)334-2416	
163801	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1			(802)222-4617	
163801		399844	WAITS RIVER GENERAL	RR 1 BOX 21	WEST TOPSHAM	VT	05086	2		182	(802)439-5360	
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127 (802)754-8576	
163801	163827	549705	LYNDONVILLE REDEMPTN	HCR 68	LYNDONVILLE	VT	05851	3			(802)626-8348	
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1			(802)766-5141	
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1			(802)334-8460	
163801	163827	647732	FORDHAM'S MOBIL MAR	RTE 5	LYNDONVILLE	VT	05851	1	2794-0200	479	(802)626-1120	
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272 (802)476-5088	
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1			(802)754-6015	
163804	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1			(802)234-9570	
163804	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	2	3598-0000		(802)728-9197	
163804	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1			(802)728-3642	
163809	163828	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1			(802)388-3304	
163809	163828	381213	M & M BEVERAGE #05	NO MAIN ST	BARRE	VT	05641	1	3598-0000		(802)479-9040	
163809	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1			(802)863-7161	
163809	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	2	2794-0200		(802)863-3743	
163809	163828	425670	M & M BEVERAGE #04	MAIN ST	SOUTH BARRE	VT	05670	1	3598-0000		(802)479-2045	
163809	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1			(802)863-8058	
163809	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1			(802)229-5291	
163809	163829	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1			(802)223-2330	
163809	163829	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1			(802)635-7585	
163809	163829	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1		333	(802)454-7111	
163809	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1			(802)863-4862	
163809	163829	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1		483	(802)472-6881	
163809	163829	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1			(802)472-6460	
163809	163829	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	1			(802)229-9538	
163809	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1			(802)878-8517	
163809	163829	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	5			(802)888-2694	
163809	163829	381204	M & M BEVERAGE #02	MAIN ST	MONTPELIER	VT	05602	3	3598-0000		(802)229-9042	

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 42

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 42

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08/27/97

ACCOUNT NUMBER: 281200 HIBBERT & MCGEE INC  
VOUCHER NUMBER: 15367391 9 PLEASANT ST  
DATE WRITTEN: 08/27/97 EAST BARRE , VT 5649  
STATUS: PAID  
AMOUNT PAID: 84.00 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.00	84.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / RT

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